

CITY PROFILE

INTRODUCTION

Riverside is a rapidly growing city of 269,402 currently ranking as the eleventh largest city in California, with an annual growth rate of one percent. Riverside is the center of the Southern California region known as the “Inland Empire”, a region having the population equivalent to the entire state of Connecticut and an economy comparable to that of the entire state of Kansas. The City possesses a large and diverse economy with the Inland Empire region’s largest number of businesses and total jobs.

The City is also home to four internationally recognized colleges and universities with a current student population of over 37,000, including the prestigious University of California, Riverside. The City is located approximately 60 miles east of Downtown Los Angeles and is centrally placed within a short distance from the Coachella Valley, San Bernardino Mountains, Southern California beaches, and Ontario International Airport.

TOURISM AND MAJOR EVENTS

The City of Riverside is a focal point for tourism in the Inland Empire. The Riverside tourism industry is supported by the Riverside Convention Center and a variety of local hotels, such as our newest addition, the Marriott Hotel. Riverside anticipates receiving \$2,850,000 in Transient Occupancy Tax (TOT) in FY 2003/04.

Entertainment/Places to Go

Castle Park Theme Park
Jensen-Alvarado Ranch
Jurupa Mountains Cultural Center
Mt. Rubidoux
UCR Botanical Gardens
California Citrus State Historic Park

Performing Arts

Riverside County Philharmonic
Riverside Municipal Auditorium
Riverside Community Players
Riverside Master Chorale
Riverside Comm. College Civic Light Opera

Historic Landmarks

Mission Inn Hotel
Riverside County Courthouse
Fox Theater
First Congregational Church
Heritage House
Parent Naval Orange Tree
Universalist-Unitarian Church
Victoria Avenue
Benedict Castle

Museums

Riverside Art Museum
Riverside Municipal Museum
UCR/California Museum of Photography
UCR University Art Gallery
Brandstater Galley – La Sierra University
March Air Field Museum
Mission Inn Museum

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Besides the many permanent attractions available to visitors, Riverside is also host to many annual events.

<i>Major Events in Riverside</i>	
Orange Blossom Festival	Annual, April
Dickens Festival	Annual, February
Riverside International Film Festival	Annual, Winter
Riverside Airshow	Annual, March
Family Village Festival	Annual, September

TRANSPORTATION

The City of Riverside is strategically situated among major transportation links. Included in these links are major highways, commuter train stations, and airports.

Freeways

The City of Riverside can be accessed via Interstate 215 and by the 91, 15 and 60 Freeways. Figures show a 100 percent increase in traffic in the last ten years and that number is expected to continue to grow as housing and employment opportunities continue to attract people to the region.

Bus/Taxi Downtown

Riverside has a modern transit terminal served by Greyhound Trailways Lines, the Southern California Rapid Transit District and the Riverside Transit Agency. Private charter bus companies and taxicab services are also available.

Railroad

The Santa Fe Railway and Southern Pacific Railroad Co. lines run through the city providing dependable daily freight service to Riverside businesses. Reciprocal switching agreements exist between the companies.

The Metrolink system also offers a network of commuter trains that connect Los Angeles, Orange, Riverside, San Diego, San Bernardino, Ventura, and Kern Counties. The Metrolink system has two stations in the City, the Downtown (near Mission Inn Avenue and Park Avenue) and La Sierra (near La Sierra Avenue and Indiana Avenue) Stations. From these stations, travelers can reach almost any Southern California Metrolink destination in a short time.

Trucking

More than 65 trucking companies are based in or have facilities in the Riverside area.

Ontario International Airport

Located just 18 miles northwest of Riverside, Ontario International Airport provides flights to cities all over the world as well as highly accessible cargo service. Commuter services are also available at the airport. Several major airfreight carriers serve Ontario, as well as Hawaiian Airlines, American Airlines, and Aero Mexico. In addition, within approximately 1 hour of the City are the Burbank, John Wayne, and Los Angeles International Airports, making Riverside very accessible by any mode of transportation.

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Municipal Airport:

The City boasts its own municipal Airport, which has been serving the community for over 50 years. Originally designated as the Arlington Airport, Riverside Airport has since transposed itself from a single, dirt-runway "airfield" for light aircraft, into a corporate aviation and business Airport, unique through its services to the Inland Empire. Today, Riverside's main runway, over a mile in length, as well as its second, cross-wind runway, serve the daily needs of business jets, cargo aircraft, police and military helicopters as well as private pilots. In fact, in 2002, Riverside Airport handled 110,000 flight operations, up from just 65,000 in 1995, making it one of the busiest Airports in the region.

Other Agencies

The Riverside Transit Agency (RTA) is the primary provider of fixed route and paratransit services throughout a 2,500 square mile area in Western Riverside County, California. The RTA's mission is to "provide for a variety of transportation needs in a cost effective and efficient manner, for all the residents of our member communities". The agency is committed to providing safe, reliable, courteous, accessible, innovative, and user-friendly transit services to their customers.

The Riverside County Transportation Commission (RCTC) is Riverside County's primary transportation agency charged by state law with the responsibility of planning and funding transportation improvements. The County voters have approved Measure A, a half-cent gasoline sales tax that funds planned transportation improvements. In addition, RCTC sets priorities and funding levels for regional transportation programs with state funds.

HERITAGE

Founded in 1870 by John North and a group of Easterners, Riverside was built on land that was once a Spanish rancho. The first orange trees were planted in 1871, but the citrus industry Riverside is famous for began two years later when Eliza Tibbets received two Brazilian navel orange trees sent to her by a friend at the Department of Agriculture in Washington. The trees thrived in the Southern California climate and the navel orange industry grew rapidly.

Within a few years, the successful cultivation of the newly discovered navel orange led to a California Gold Rush of a different kind: the establishment of the citrus industry. By 1882, there were more than half a million citrus trees in California, almost half of which were in Riverside. The development of refrigerated railroad cars and innovative irrigation systems established Riverside as the wealthiest city per capita by 1895.

As the city prospered, a small guest hotel designed in the popular Mission Revival style grew to become the world famous Mission Inn, favored by presidents, royalty and movie stars. Postcards of lush orange groves, swimming pools, and magnificent homes have attracted vacationers and entrepreneurs throughout the years. Victoria Avenue with its landmark homes serves as a reminder of European investors who settled here.

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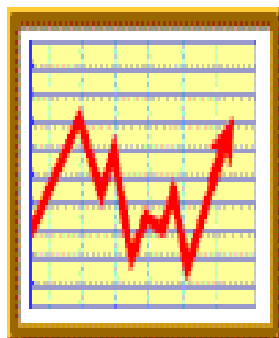
Riverside's citizens are proud of the City's unique character born from a tradition of careful planning, from its carefully laid out historic Mile Square to its 1924 Civic Center designed by the same planner responsible for San Francisco's Civic Center, Charles Cheney. Through the City's Office of Historic Preservation, Riverside is committed to preserving the past as a firm foundation for the future. Over 100 City Landmarks, 20 National Register Sites and 2 National Landmarks have been designated by the City Council and other institutions, all offering enjoyment and education for city residents and visitors.



The unique City Raincross Symbol is derived from combining a replica of the mass bell used by Father Junipero Serra, missionary priest and founder of the California Missions, and the cross to which the Navajo and Central American Indians prayed for rain. The "Raincross" is used extensively throughout Riverside in its architecture and holds a prominent spot on the city flag and has been identified with Riverside since 1907.

COMMUNITY ASSETS: DEMOGRAPHICS

A city is defined by its assets, the most important one being the people that populate and work in its boundaries. Riverside is distinctly proud of its highly diverse, sophisticated, and civic-minded people, and in its sense of place and legacy. The City has carefully planned its growth while preserving the local history, being cognizant of both our citrus-based past and modern future. All information presented in the General Statistics section is derived from projected 2002 data from Claritas, Inc. based on the 2000 Census, unless otherwise specified.



General Statistics

<i>Population (2002 estimate - Planning Department)</i>	269,402
<i>Median Age</i>	29.85
<i>Housing Units</i>	87,126
<i>Median Household Income</i>	\$45,645
<i>Median Owner Occupied Housing Value</i>	\$153,895
<i>Ethnicity-Persons (by Single Race Classification)</i>	
<i>Total</i>	100%
<i>White</i>	57.9%
<i>Black or African American</i>	7.49%
<i>American Indian or Alaska Native</i>	1.15%
<i>Asian</i>	5.86%
<i>Other</i>	27.59%
<i>Ethnicity-Persons (Hispanic or Latino by Origin)</i>	
<i>Not Hispanic or Latino</i>	60%
<i>Hispanic or Latino</i>	40%
<i>Mexican</i>	81.27%
<i>Puerto Rican</i>	1.6%
<i>Cuban</i>	0.6%
<i>All Other Hispanic or Latino</i>	16.53%

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City Growth

<u>Year</u>	<u>Assessed Valuation</u>	<u>Population</u>	<u>Area (Square Miles)</u>
1890/91	4,588,890	4,683	n/a
1900/01	5,499,895	7,973	n/a
1910/11	9,391,670	15,212	39.20
1920/21	10,734,100	19,341	39.20
1930/31	19,560,950	30,656	39.20
1940/41	24,347,330	34,696	39.20
1950/51	60,011,450	46,399	39.20
1960/61	141,284,070	84,332	43.59
1970/71	296,720,661	144,208	71.52
1980/81	762,896,817	172,100	72.04
1990/91	7,526,810,287	228,500	77.04
2000/01	9,938,549,225	265,684	77.77
2002/03	11,619,226,280	269,402	77.77

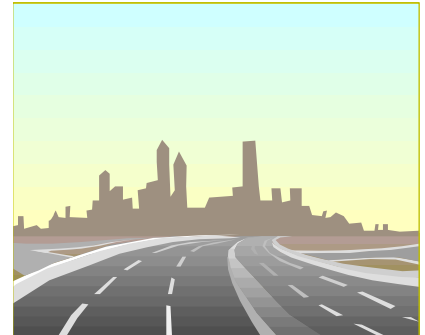


COMMUNITY ASSETS: BASIC INFRASTRUCTURE

Cities provide the fundamental political, social and economic structures in which their inhabitants, live, work, and play. Local government plays a crucial role in determining the quality of this experience. The following provides statistics for the infrastructure for which the City proudly promotes and maintains in order to respond to the most basic needs of the residents, customers, business owners, or visitors.

Public Works

<i>Miles of Paved Streets</i>	730
<i>Tons of Residential Refuse Budgeted for Collection:</i>	
<i>Recycling</i>	22,000 tons
<i>Greenwaste</i>	47,000 tons
<i>Trash</i>	69,000 tons
<i>Tons of Commercial Refuse Budgeted for Collection</i>	
<i>Recycling</i>	15,000 tons
<i>Greenwaste</i>	1,000 tons
<i>Trash</i>	139,000 tons
<i>Signalized Intersections Maintained</i>	312
<i>Gallons of Sewage Treated</i>	11,863,500



Parks and Recreation

<i>Number of Parks</i>	52
<i>Number of Community Centers</i>	8
<i>Gross Acres Maintained by Park and Recreation Department:</i>	
<i>Neighborhood Parks</i>	217 acres
<i>Community Parks</i>	380 acres
<i>Regional Parks</i>	2,000 acres
<i>Number of Trees</i>	
<i>Street Trees</i>	115,000
<i>Park Trees</i>	20,000



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Libraries

Number of Libraries	5
Number of Cybraries	2
Library Books	415,127
Audio-Visual Materials	24,644
Annual Circulation	1,044,822
Annual Attendance in Library	849,857
Number of Public Access Computers	116



Public Safety

Number of Police Vehicles (marked & unmarked cars)	376
Number of Motorcycles	18
Number of Police Dogs	6
Number of Aircraft (helicopters)	4
Number of Police Stations & Storefronts	12
Number of Fire Stations	13
Number of Fire Battalions	2
Number of Fire Apparatus'	25
Urban Search and Rescue Team Task Force 6	1

Public Utilities

Miles of Water Mains	938
Number of Meters in Service	59,176
Total City Water Consumption (Millions of Gallons)	22,007
Total Kilowatts Used by Customers	1,716,000
Number of Electric Meters	96,503



Riverside Area Schools

School Districts	2
Number of Elementary Schools	40
Number of Middle Schools	9
Number of High Schools	6
Percent of Elementary Schools with After-School Programs	100%
Percent of Middle Schools with After-School Programs	100%

Top 5 Major Employers

Kaiser Permanente	4,000 Employees
Riverside Community Hospital	3,350 Employees
Fleetwood Enterprises	1,800 Employees
Ralph's Grocery Company	1,500 Employees
The Press Enterprise Company	1,300 Employees

